

Amendments to the Drawings:

Attached hereto following page 18 of this paper is (1) Replacement Drawing Sheet in which Fig. 19 has been amended to correct the spelling of the words "DESIRED" in S111, "CALCULATE" in S114 and "NUMBER" in S116.

Attachment: (1) Replacement Drawing Sheet

REMARKS/ARGUMENTS

Claims 29-33 and 40-50 are pending herein. Claims 23-28 and 34-39 have been cancelled without prejudice or disclaimer, in favor of new claims 45-50, which more distinctly claim the present invention. New claims 45-50 are supported by Figs. 2, 7 and 10-12 and in the specification at pages 22-26, for example. The amendments to claims 29 and 40 are supported in the specification at pages 24-26, for example. Claims 29, 31, 32, 40, 42 and 43 have been amended to correct claim dependencies in light of the cancellation of claims. Applicants respectfully submit that no new matter has been added.

1. The rejection of claims 23, 25, 26, and 34 under §112, second paragraph are noted, but deemed moot in view of the cancellation of claims 23, 25, 26 and 34.
2. Claims 23, 24, 31, 34, 35 and 42 were rejected under §102(e) over Walker. To the extent that this rejection may be applied against the amended or new claims, it is respectfully traversed. Claims 23, 24, 34 and 35 have been cancelled.

Walker discloses a system for determining a posting payment amount, which is the amount to be paid to the seller in exchange for posting. In contrast, the present invention discloses a system for providing price setting support information to a requestor (seller) for determining a price for a transaction target article. Further, the object of Walker's system is to determine a price for an item by a posting site device. In contrast, the object of the present invention is to provide a user with price setting information to determine a price for a transaction target article.

Applicant respectfully submits that the present invention is distinguishable from Walker because Walker fails to teach or suggest a system or process using first or second collection tables for calculating the average number of bid tender days and the average transaction price, as recited in the new independent claims.

In addition, Applicant asserts the following features of the present invention are not present in Walker. First, the system of the present invention transmits price setting

support information, which includes quality information, the average number of bid tender days and the average transaction price per price range, to the requestor to enable the requestor to determine an appropriate price for the transaction target article to be sold based on the price setting support information (see Fig. 11). The price setting support information enables the requestor to determine a sale price that matches the requestor's conditions based on the average number of bid tender days and the average transaction price per price range.

Second, the system of the present invention transmits price setting support information, which includes quality information, the average number of bid tender days and the average transaction price per advertising period to enable the requestor to determine an appropriate price for the transaction target article to be sold based on the price setting support information (see Fig. 13). The price setting support information enables the requestor to determine a sale price that matches the requestor's conditions based on the average number of bid tender days and the average transaction price per advertising period.

Thus, Walker fails to teach or suggest either of the features of the present invention discussed above or a system or process using first or second collection tables for calculating the average number of bid tender days and the average transaction price, as recited in the independent claims. Thus, each and every element of new independent claims 45, 46, 48 and 49 is not disclosed in the cited Walker reference. Accordingly, Applicant respectfully requests that the above rejection of dependent claims 31 and 42 be reconsidered and withdrawn.

3. Claims 25-30, 32, 36-41 and 43 were rejected under §103(a) over Walker, and claims 33 and 44 were rejected under §103(a) over Walker in view of Cherrington. These rejections are respectfully traversed, because all of these claims ultimately depend from new independent claims 45 and 48, and new independent claims 45 and 48 are patentable for the reasons explained above.

Based on the above, Applicant respectfully requests that the Examiner reconsider and withdraw all grounds of rejection based on Walker. Applicant respectfully submits that this patent application is in condition for allowance.

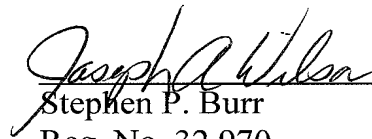
Should Examiner Wu deem that any further action by the Applicant would be desirable in placing this application in even better condition for issue, he is requested to telephone Applicant's undersigned representative.

The Commissioner is hereby authorized to charge any additional fees associated with this communication or credit any overpayment to Deposit Account No. 50-1446.

Respectfully submitted,

October 2, 2006

Date



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SPB/JAW/gmh

Attachment: (1) Replacement Drawing Sheet

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